INFORMATION LETTER

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Commission on Industrial Use of Agricultural Products Emphasizes Need for Research in Solving Surplus Problem

The President's Commission on Increased Industrial Use of Agricultural Products emphasizes throughout its final report to Congress, June 15, the need for a dynamic and imaginative approach to farm product utilization as a way of solving problems of farm surplus.

The 250-page report completes the work of the five-man bipartisan Commission directed by the 84th Congress to make recommendations for a long-range program to widen the industrial use of farm products, particularly those in surplus.

The group set out to find answers to the question: can industrial markets absorb enough excess farm production to minimize, or possibly even eliminate, costly restrictions, supports, and surplus disposal operations?

In its final report, the Commission says that the answer is an emphatic "yes, provided the necessary steps are taken to make possible and encourage such a development." These necessary steps are presented in the report as the Commission's recommendations:

(1) Increase participation by public and private institutions in an effective research network.

(2) Greatly expand basic research on use of farm products.

(3) Increase use of grants, fellowships, and scholarships to increase the nation's supply of scientists.

(4) Place more emphasis on government-industry sharing of research costs.

(5) Expand research and development work with new crops.

(6) Make wider use of commercial-scale trials of new products.

(7) Offer economic incentives to growers and processors to bridge the gaps between research and established industrial uses of crops.

Three additional recommendations concern financing and administration:

(1) The Commission urged at least a three-fold increase in funds for industrial utilization research in the USDA. It recommended that in lieu of direct appropriations, 15 percent of the annual gross receipts from customs revenues be allotted for the industrial utilization program.

For the administration of the program, two alternative recommendations were made:

(2) The first would establish a five-member, nonpartisan Agricultural Research and Industrial Board appointed by the President. This board would allocate funds, make contracts with research institutions, and direct and coordinate the program but would not engage in research.

(3) The alternative plan would place responsibility for the program in the USDA, under a director with the rank of Assistant Secretary of Agriculture, in charge of research and education within the Department. The board would be appointed by the Pres-

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Lists of Brokers Needed for Convention Housing

The N.C.A. is receiving lists of members' brokers and is preparing to send to the brokers the forms on which they may request room reservations for the 1958 Convention in Atlantic City.

Members were requested last week (1) to send in lists of their brokers for Convention Housing and (2) to notify their brokers that N.C.A. will take care of housing them.

To each food broker whose name and address are furnished by a member, N.C.A. will send a form on which the broker may indicate his preferences as to hotel and type of accommodation, with arrival and departure dates. As these forms are received from brokers, N.C.A. will send them to the Atlantic City hotels. Brokers will receive confirmations directly from the hotels.

Review of Reappraisal Committee's Study and Report

The reappraisal of N.C.A. activities, by a special fact-finding committee created by the Board of Directors a year ago, has been completed. The result has been a number of changes in Association programs and activities.

The final report of the Reappraisal Committee was presented to the Board of Directors at its executive session in Washington on May 23. At that time the Board approved two changes in Association policy as recommended by the Committee, received the report of the Committee with respect to management resulting from the study, and dismissed the Committee.

The report of the Reappraisal Committee was the result of a year-long study which involved not only the members of the Committee but also utilized the experience and judgment of all N.C.A. Directors and others.

Fact-Finding Study

At the meeting of the Board in May of 1956, one of the Wisconsin Directors expressed criticism, on behalf of a group of Wisconsin canners, of certain phases of the conduct of Association affairs. The group was said to feel that members do not sufficiently understand the objectives or programs of the Research Laboratories; that the Annual Convention no longer meets the changing needs of the canning industry; and that Board members do not have sufficient opportunity to direct N.C.A. policy at meetings where they are merely given information on Association activities and entertained.

The Wisconsin group suggested that this complaint be studied by a special fact-finding committee which would investigate Association activities and report back to the Board. It was contemplated that the report on the study would be made at the Convention meeting of the Board in February, 1957. After discussion, the Board approved the appointment of a Reappraisal Committee for that purpose.

Committee Established

It was subsequently suggested by some that the work of the Reappraisal Committee might duplicate the study

made only a few years earlier, in 1952, which was known as the Function Analysis. President William U. Hudson therefore selected Louis Ratzesberger, Jr., who as President of the Association in 1953 was intimately familiar with the Function Analysis study, to be Chairman of the Reappraisal Committee.

The balance of the personnel of the Reappraisal Committee was chosen by President Hudson so as to have wide geographic representation, product representation, and also a spread among small, medium, and large firms. Members of the Reappraisal Committee were assigned to seek the views of Directors in specified areas. With Mr. Ratzesberger as Chairman, the Committee named by President Hudson was comprised of the following, with the areas which they were assigned to cover:

Louis Ratzesberger, Jr., The Illinois Canning Co., Hoopeston, Ill., *Chairman*

A. L. Bilgore, David Bilgore & Co., Inc., Clearwater, Fla.—Florida, Georgia, Kentucky, Tennessee

W. F. Dietrich, Green Giant Co., LeSueur, Minn.—Iowa, Nebraska, Minnesota

Peter M. Filice, Filice & Perrelli Canning Co., Inc., Richmond, Calif.—California, Hawaii

S. E. W. Friel, S. E. W. Friel, Queenstown, Md.—Delaware, Maryland, New Jersey, Virginia

John Hauser, The C. H. Musselman Co., Biglerville, Pa.—New York, Pennsylvania

Leon C. Jones, J. R. Simplot Co., Caldwell, Idaho—Colorado, Idaho, Oregon, Texas, Utah, Washington

George C. Seybolt, Wm. Underwood Co., Watertown, Mass.—Maine, Massachusetts, Fish and Meat Directors

John C. Suerth, Gerber Products Co., Fremont, Mich.—Indiana, Michigan, Ohio

H. L. Wedertz, Lakeside Packing Co., Manitowoc, Wis.—Illinois, Wisconsin

Member Opinion Poll

The first step undertaken by the Reappraisal Committee was a member opinion poll, which sought to determine the Directors' opinions on how the Association's funds should be allocated according to the various Divisions and activities. In this, the Committee circulated among the Directors in their areas a form on which each Director was asked to indicate the percentage of the total budget which should be allocated, in his opinion, to specific services, which were enumerated on the form, or to suggest new activities. Inasmuch as each Director represents on the Board a certain segment of the membership, he was asked to reflect the views of his constituents to the extent it was feasible to do so.

The Reappraisal Committee received such reports, in which the Directors rated the various functions and activities, from 44 Directors. After the opinions on the allocation of N.C.A. funds were summarized, it was found that the composite view agreed substantially with the manner in which the budget was already set up and in line with the proportions in which the funds were then being distributed.

Two Tentative Reports

This knowledge—that the Directors generally rated Association activities in the same relative importance as did the Association budget—was background for a recommendation by the Reappraisal Committee to the Budget Committee in December, 1956, that there need be no major change in the emphasis given to the various programs in the Association budget for 1957.

The Reappraisal Committee presented to the Board at its Convention meeting in February, 1957, a tentative report noting this general approval of Association work. The Chairman reported that a number of suggestions which had been made during the fact-finding study had been considered meritorious and had been implemented. At the request of the Committee, the work of the Committee was continued, so as to permit it to complete its study.

One of the suggestions, made at the time that the reappraisal study was authorized, was that the Board of Directors should have at least one closed session at which it might conduct Association business. The tentative report of the Reappraisal Committee was received at such a meeting.

A. Edward Brown, the 1957 President, reappointed the Committee to carry on the study it had begun.

Final Report

Thus, in the period since the close of the Convention in February, 1957, the Reappraisal Committee has reviewed all of the recommendations submitted to the Committee through the members of the Board of Directors. Each of the proposals was given thoughtful consideration. As a matter of procedure, it had been agreed that each proposal would either (1) result in a recommendation for policy determination by the Board, (2) result in a recommendation to the Executive Secretary with respect to management, or (3) be the subject of a letter to the member, explaining reasons why such a proposal would be contrary to established policy or not feasible to carry out.

Policy Changes

After its review of recommendations from the membership, the Reappraisal Committee presented its final report to the Board at another closed, executive session on May 23. The Committee presented two recommendations in the policy field, both of which were approved by the Board, as follows:

(1) That the current Consumer and Trade Relations and Consumer Service Committees operate during the balance of 1957 as a committee of the whole and, effective in 1958, be consolidated into a single over-all committee to advise on both N.C.A. programs, with subcommittees for each; and

(2) That the activities and operating budget of the labeling program be assigned and distributed among certain of the other N.C.A. divisions.

Management Changes

The final report of the Reappraisal Committee also listed changes which it had recommended with respect to management of Association affairs. Most of these recommendations had already been implemented at various times during the fact-finding study.

Consumer and Trade Relations Program—The Reappraisal Committee suggested that the C.&T.R. Program be continued at about the present level, and that the Program should be re-examined continuously by the C.&T.R. Committee, Administrative Council, and Board.

Claims—The Reappraisal Committee "feels that the Claims Division is doing an outstanding job and recommends no change."

Raw Products—The Raw Products Research Bureau should continue initiating and coordinating raw product studies in the colleges and other agencies; information should be widely disseminated to the membership where there is limited interest, and the membership should also be informed on how this division functions; the Reappraisal Committee endorsed the activities of the Technical Advisory Committees and urged their continuance.

Research Laboratories—The plan of reporting information to canners which was recently instituted in the new monthly *Research Information* bulletin is proving very acceptable and should be expanded, and members should again be urged to have this information read by personnel in their companies; "the Laboratory is doing more fundamental work rather than service work, and this objective should be continued and emphasized"; the three-year reexamination of the Laboratory work has just been completed and indicates that the Laboratory "is functioning in the best manner possible for the membership generally." The recent appointment of one overall Director should help in coordinating the activities of the Washington and Berkeley laboratories, the Committee said.

Legislative and Legal—The Reappraisal Committee recommended no change in Legislative Committee functions nor in legal operations.

Information—The Reappraisal Committee said that recent revisions in information service have been well received and have improved the usefulness of this division.

Administrative Council and Board—"Suggestions and recommendations which were made in recent months have largely been put into effect. The Committee endorses the present plan of supplying Directors with agenda and supporting material in advance of meetings, and of holding one closed session, such as was held during the Convention in Chicago."

General—"In order to acquaint new members and new personnel within the various member companies, the Committee recommends that successive INFORMATION LETTERS have an article on how each division functions, its objectives, personnel, etc., so that the information will be similar to that contained in the booklet describing the Association's functions."

Also, the Committee said, "Because each subject is not of general interest and all cannot be covered in the INFORMATION LETTER, the Committee suggests that member companies be invited to write N.C.A. as to the source of information on specific matters not covered in the INFORMATION LETTER."

Thus, in the reappraisal study, all of the views and recommendations of the membership have been considered. Those on which the Reappraisal Committee did not make formal proposals will be the subject of letters to the individual canners.

N.C.A. Research Reports

The N.C.A. Research Laboratories have issued three reports on special scientific studies.

The Washington Research Laboratory has issued "A Study of The Inclusion of Comminuted Solids with Canning Waste Handled by Spray Irrigation" by Robert A. Canham, sanitary engineer. Copies are available on request to the Washington Laboratory.

The Western Research Laboratory has issued these reports, copies of which are available from Berkeley:

"Studies on Tomato Washing Operations" by W. A. Mercer and W. W. Rose, reporting on a continuing investigation whose objectives include conservation of water, spoilage prevention, and improvement in equipment design.

"Evaluation of Objective Test for Maturity of Peaches and Apricots" by F. C. Lamb, L. D. Lewis, and F. M. Dixon, a review of studies in the Berkeley laboratory on the 1955 packs of these products.

Domestic Sugar Quotas

USDA on June 12 announced an increase in its estimate of domestic sugar requirements and raised the sugar consumption quotas for 1957 from 9.0 to 9.1 million tons.

This action is being taken, USDA said, to offset recent increases in prices of off-shore raw sugar which have taken place without corresponding benefits to the majority of domestic producers.

QMC Requirements for Canned Apricots

Tentative requirements for canned apricots from the 1957 pack to meet the needs of the armed forces were announced June 12 by the Department of Defense.

Procurements will be made by the various Military Subsistence Market Centers of the Military Subsistence Supply Agency, with headquarters at 226 W. Jackson Blvd., Chicago 6, Ill.

Item	Grade	Style	Can Size	Quantity (pounds)	Quantity (cases)
Apricots	A (Fancy) or B (Choice)	1a	6/No. 10	6,560,400	161,985
			24/No. 2½	1,285,000	28,556

P. L. 480 Market Development

USDA representatives will meet with trade groups in Washington, D. C., June 27-28, to discuss agricultural market development projects being carried out under Title I of P. L. 480.

The meeting has been called in response to suggestions by trade and industry groups now participating in the program, and will be open to all interested groups. Persons planning to attend should advise the Assistant Administrator for Market Development and Programs, Foreign Agricultural Service, U. S. Department of Agriculture, Washington 25, D. C.

Commission on Industrial Use

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ident but would be responsible to the Secretary of Agriculture.

The Commission pointed out that in making its recommendations it had in mind "the need to achieve results as promptly as possible, and to maintain and expand the excellent research operations of the Department of Agriculture and the land-grant colleges and experiment stations, to make effective use of the talent and facilities of other institutions, and to add as little as possible to the structure of government."

The Commission's final report will be printed as a Senate document and copies will be available from members of Congress.

Members of the Commission were J. Leroy Welsh of Omaha, a grain operator and member of the board of regents of the University of Nebraska; Karl D. Butler of Ithaca, N. Y., farm counselor; George Henry Coppers, Englewood, N. J., president of the National Biscuit Company; Charles R. Sayre, Scott, Miss., president of Delta and Pine Land Company, and Frank J. Welch, Lexington, Ky., dean of the college of agriculture, University of Kentucky.

To carry out this assignment, the Commission had the assistance of 200 of the nation's top leaders in agriculture, industry, and science, who served on the Commission's 18 commodity groups. C. A. Greenleaf, Associate Director of the N.C.A. Washington Research Laboratory, served as a member of the Task Force for fruits, vegetables, and tree nuts.

Deciduous Fruit Production

Prospects for production of deciduous fruits in 1957 were described by the Crop Reporting Board of USDA in a report on June 10, reflecting conditions on June 1:

Apples—Prospects point to a larger crop of commercial apples than last year for the country as a whole. Condition figures indicate a larger crop than last year in the Eastern states, a slightly smaller crop than a year ago in the Central states, and a crop substantially larger than last year's short production in the Western states.

Peaches—The 1957 peach crop is forecast at 71,398,000 bushels, 2 percent above last year and 11 percent above average. Prospects are for the largest U. S. crop since 1947.

Production in the Western states is forecast at 46,823,000 bushels, 5 percent more than in 1956 and 24 percent above average. It appears that California will produce a record large clingstone peach crop for the second successive year, totaling 29,169,000 bushels, 8 percent above last year and 34 percent above average. The freestone crop is forecast at 13,084,000 bushels, 4 per cent greater than in 1956, 19 percent above average, and second to the record crop of 1946. The crop is exceptionally early.

Pears—The 1957 forecast for pears, at 32,828,000 bushels, is almost 2 percent above 1956 production and nearly 10 percent above the 10-year average. The Pacific Coast states expect 29,940,000 bushels, about 4 percent higher than last year and 16 percent above average. The Bartlett crop at 22,480,000 bushels compares with 21,127,000 bushels last year and the average of 18,983,000 bushels. The increase over last year in Bartletts more than offsets slightly lower prospects for winter pears. Winter pear production is forecast at 7,460,000 bushels, compared with 7,623,000 bushels in 1956 and 6,789,000 for the 1946-55 average.

Sweet cherries—Sweet cherry production is forecast at 89,600 tons, 31 percent above last year's short crop but 7 percent below average. The prospective production in the Western states is 28 percent larger than last year but 12 percent under average. The indicated crop in the Great Lakes states is 50 percent larger than a year ago and 21 percent over average, the result of prospects for a record production in Michigan.

Sour cherries—Total sour cherry production in the six Western states is forecast at 12,030 tons, 20 percent above last year and 11 percent above average. Colorado is the only state in which prospective production is below both last year and average.

Apricots—The 1957 crop of apricots is estimated at 211,800 tons, 8 percent more than last year but 6 percent below average.

Crop	10-year ave. 1946–55	1956	1957 Indicated
	(thousands of bushels)		
Peaches	64,251	69,859	71,398
Pears	29,940	32,322	32,828
	(tons)	*(tons)*	*(tons)*
Sweet cherries	96,744	68,270	89,600
Sour cherries	10,836	10,040	12,030
Apricots	224,340	195,900	211,800

Spinach for Processing

The 1957 production of late spring spinach is estimated at 36,900 tons, according to the Crop Reporting Board of USDA. This is about 16 percent less than the 44,080 tons produced in 1956 in this group of states and 5 percent above average.

A very wet April in the Arkansas-Oklahoma area reduced the tonnage of 1957 spring crop spinach for processing. The per acre yield on the spring crop in Arkansas and Oklahoma failed to equal last year's spring crop yield.

In New York state, frost and wind damage occurred in local areas. In Washington, the harvest of spring spinach for processing was late this year.

State and Seasonal Group	10-year ave. 1949–55	1956	1957 Preliminary
	(tons)	*(tons)*	*(tons)*
Winter	10,130	10,000	8,800
Early spring	48,590	61,100	69,700
Late spring:			
New York	9,810	5,900	7,800
Arkansas	6,090	8,300	7,000
Oklahoma	9,410	10,800	7,500
Washington	1,290	2,100	900
Other states [1]	8,520	16,980	13,700
Late spring, total	35,120	44,080	36,900
Fall	26,750	23,490	Nov. 12
U. S. Total	120,580	138,670	Nov. 12

[1] Del., Md., Mich., Miss., N. J., Pa., Tenn., Va., and Wis.

Poultry Used in Processing

Poultry used in canning and other processed foods during the first four months of 1957 totaled 67,926,000 pounds, ready-to-cook weight, compared with 64,611,000 pounds used in the same period of 1956, according to a report by the Agricultural Marketing Service of USDA.

	Jan.–April 1956	1957
	(thousands of pounds)	
Young chickens	4,860	6,736
Mature chickens	51,885	51,307
Turkeys	7,865	9,871
Other poultry	1	12
Total	64,611	67,926

Grades for Canned Peaches

The Agricultural Marketing Service of USDA has revised U. S. standards for grades of canned clingstone peaches.

The revised standards include more detailed provisions for peaches processed as "solid pack" without added water or sirup. This type of pack is confined to larger can sizes and to U. S. Grade C (Standard) and Substandard. The revised standards also include an additional style, "Mixed Pieces of Irregular Sizes and Shapes," which is limited to U. S. Grade B (Choice) and lower grades.

Recommendations for drained weights apply to all styles except "whole style" when determined 30 days or more after canning. Other provisions of the revised standards cover quality evaluations for color, uniformity of size and symmetry, defects, and character of fruit.

Text of the revised standards was published in the *Federal Register* of June 12. The revision will be effective July 13.

Stocks of Canned Fruits

Reports on canners' stocks of canned apples, applesauce, and canned RSP cherries on June 1 and season shipments to that date have been issued by the N.C.A. Division of Statistics.

CANNED APPLES

	1955–56	1956–57
	(basis 6/10's)	
Carryover, Aug. 1	1,038,302	988,599
Total pack	3,586,666	3,916,709
Supply	4,624,968	4,905,308
Stocks, June 1	1,559,895	1,645,003
Shipments during May	280,542	324,997
Shipments, Aug. 1–June 1	3,065,073	3,259,705

APPLESAUCE

	1955–56	1956–57
	(actual cases)	
Carryover, Aug. 1	2,423,750	1,833,641
Total pack	13,476,897	15,339,316
Supply	15,900,647	17,172,957
Stocks, June 1	3,838,571	5,338,481
Shipments during May	1,141,007	1,271,840
Shipments, Aug. 1–June 1	12,062,076	11,834,476

Canned RSP Cherry Stocks

A report on canners' stocks of canned RSP cherries on June 1 and season shipments to that date has been issued by the N.C.A. Division of Statistics.

	1956	1957
	(actual cases)	
Carryover, July 1	124,814	354,613
Pack	4,902,237	2,748,671
Total supply	5,027,051	3,103,284
Stocks, June 1	535,278	313,533
Shipments during May	340,047	180,544
Shipments, July 1–June 1	4,491,773	2,789,751

Forthcoming Meetings

June 17-19—Maine Canners Association, Spring Meeting, Colony Hotel, Kennebunkport

July 18-19—National Kraut Packers Association, 50th Annual Convention, Catawba Cliffs Beach Club, Port Clinton, Ohio

June 26-29—Processed Apples Institute, Inc., 6th Annual Meeting, The Greenbrier, White Sulphur Springs, W. Va.

July 22-24—National Macaroni Manufacturers Association, 53rd Annual Convention, Grand Hotel, Mackinac Island, Mich.

July 31-Aug. 9—New York State Canners and Freezers Association, 17th Annual Mold Count School, Experiment Station, Geneva.

Aug. 5-7—International Apple Association, Inc., 63d Annual Convention, Cincinnati, Ohio

Oct. 10-12—Florida Canners Association, 26th Annual Meeting, Americana Hotel, Bal Harbour

Oct. 20-23—National Association of Food Chains, 24th Annual Meeting, Sheraton Park and Shoreham Hotels, Washington, D. C.

Oct. 28-31—National Industrial Packaging & Handling Exposition of 1957, Convention Hall, Atlantic City, N. J.

Nov. 4-6—Iowa-Nebraska Canners Association, Annual Meeting, Hotel Fort Des Moines, Des Moines

Nov. 7—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago

Nov. 11—Tennessee-Kentucky Canners Association, Annual Convention, University of Tennessee, Knoxville

Nov. 11-12—Wisconsin Canners Association, 53d Annual Convention, Schroeder Hotel, Milwaukee

Nov. 20-22—Indiana Canners Association, Fall Meeting, French Lick-Sheraton Hotel, French Lick

Nov. 21-22—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

Nov. 24-25—Pennsylvania Canners Association, 43rd Annual Convention, Yorktowne Hotel, York

Dec. 4-6—Tri-State Packers Association, Annual Convention, Lord Baltimore Hotel, Baltimore, Md.

Dec. 5-6—New York State Canners and Freezers Association, 72d Annual Convention, Hotel Statler, Buffalo

Dec. 9-10—Ohio Canners Association, 50th Annual Convention, Neil House, Columbus

Dec. 14—National Food Sales Conference, National Food Brokers Association, The Conrad Hilton, Chicago

Jan. 6-8—Northwest Canners and Freezers Association, Annual Convention, Olympic Hotel, Seattle

Jan. 9-10—Canners League of California, 35th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 20-23—National Canners Association and Canning Machinery and Supplies Association, 51st Annual Convention, Atlantic City, N. J.

Jan. 27-29—Canadian Food Processors Association, Annual Convention, Seigniory Club, Montebello, P. Q.

March 2-5—National Association of Frozen Food Packers, Annual Convention, The Conrad Hilton, Chicago

March 21-22—Utah Canners Association, 46th Annual Convention, Hotel Utah, Salt Lake City

March 24-25—Canners League of California, 54th Annual Meeting, Santa Barbara Biltmore, Santa Barbara

April 20-23—U. S. Wholesale Grocers Association, Grocery Distribution Exposition, Kiel Auditorium, St. Louis

May 4-7—Super Market Institute, Annual Convention and Exposition, Cleveland

June 8-12—National Association of Retail Grocers, 59th Annual Convention, New York

Brown and Campbell Address Michigan, Virginia Meetings

President A. Edward Brown and Executive Secretary Carlos Campbell represented the N.C.A. as guest speakers last week at the spring meeting of the Michigan Canners and Freezers Association in Traverse City, and the annual meeting of the Tidewater Canners Association of Virginia at Byrdton, respectively.

Mr. Brown told the Michigan canners that management must maintain its tools of basic information. To do so, he said, requires improvement in sources of information, refinement of data into readily usable forms, and the exercise of skill and judgment in interpreting them correctly.

Management's basic information must be accurate, prompt, and well-organized at all levels, whether the business be large or small.

"Every business must, formally or informally, have an operational plan which will keep short-term demands from completely diverting management's attention from the broader, more fundamental factors which will determine the success or failure of the business. Recent experience of many small companies with only 100 or 200 employees indicates that except in the most exceptional circumstances management no longer relies on personal, on-the-spot observations as the primary means of getting information on which to base decisions.

"Fortunately, the tools available to management have improved rapidly. The techniques of management have been studied and refined, not only by management itself, but by the schools of business administration in our universities, by engineers, and by the manufacturers of business and accounting equipment. The end object of many of these efforts is to free management to manage.

"We as canners must take note of every advance in the art of management and of every new or improved tool which may become available. We all know from first-hand experience the effect on our businesses of the cost-price squeeze affecting our industry and so many others today. Every step we take to reduce the cost of production, to minimize waste, and to increase the productivity of our employees and the efficiency of our plants is important. Even small savings here and there, when added together, may make the difference between good and mediocre profit, or worse, no profit at all."

Canner-Grower Relations

Mr. Campbell's address at the Tidewater meeting was on the subject of canner-grower relations, and he related what individual canners can do on this problem. He indicated as the major problem to be solved by the canner-grower program "that of keeping the farmer sold on the marketing system now in effect, and thus prevent him from attempting to overthrow that system in favor of control measures of one type or another."

"In attempting to educate the grower and convince him of these facts, we should adhere as closely as possible to the working principles of our economic system. First of all, we can't fall into the error of arguing that we are *giving* the farmer his fair share of the consumer's dollar, nor that we are *giving* him a price that is fair and equitable. We should emphasize the fact that the price he receives for his raw product and the share of the consumer's dollar that he gets is in all instances the direct result of competition, competition which forces the canner to pay such prices just as competition determines the price which the canner receives for the finished product, out of which must eventually come the price the grower receives. It isn't enough, however, to establish the fact that the amount of the farmer's returns is determined by competition. Since there are varying degrees of competition, it is extremely essential that we convince him of the high degree of the effectiveness of this competition, all of the time stressing that it is the direct opposite of monopoly. In fact, this educational program should have as one of its chief objectives selling the economic justice of competition, and the economic injustice of monopoly," he stated.

Mr. Campbell pointed out several methods that canners may use in getting this story across to their growers: (1) internal company-grower contact, (2) grower meetings where cannery officials as well as their fieldmen talk to grower groups, (3) letters or bulletins in which the canner shares with his farmers knowledge of some of the problems of processing and selling the product, and tells how the canner has overcome difficult obstacles such as increased wages, advancing costs of containers and other supplies, taxes, etc., and (4) speeches at meetings of community organizations.

Canning Article by Fred Heinz Featured in QM Review

Achievements of the canning industry and the N.C.A. during the past 50 years were the subject of an article by Fred Heinz, vice president of the H. J. Heinz Company and a past President of N.C.A., in *The Quartermaster Review* of May-June, official publication of The Quartermaster Association. Mr. Heinz, who is also immediate past president of the QM Association, titled his article "The Beginning After Fifty Years." It was the feature of the regular "Memorandum to Industry" department of the magazine.

The author credited the N.C.A. with a "first-rank position of leadership in its vital area of America's largest industry. It has provided basic research, planning and standards in the development of the canning industry from infancy to robust maturity."

He stated that N.C.A. contributions "have helped make the American of 1957 the healthiest person in the world, with the most varied and enriched diet and with the longest life expectancy."

Other portions deal with the work for high standards; the expansion, both volumewise and by varieties; the gain in per capita consumption; the response of the canning industry to national needs; the achievement of a scientific basis for processing, quality control, and the economic contributions of the industry and its products to agriculture.

Heiney Addresses Food Group

The impracticality of the trend in agricultural circles toward collective bargaining was pointed out by Robert B. Heiney, Assistant to the Executive Secretary of the N.C.A., when he served as a panelist June 12 before the Washington Food Group, an organization of executives and Washington representatives of food trade associations.

Mr. Heiney stated that he believed that it is not in the agricultural producers' best interest to organize and to resort to marketing orders. Mr. Heiney also deplored the growing trend toward state licensing laws, which erect interstate trade barriers, and he reviewed the N.C.A.'s traditional program of disproving to Congressional committees the frequent charge that processors exact an undue share of the retail sales dollar.

Britannica Book of the Year

The 1957 *Britannica Book of the Year* contains a review of the canning industry for the year 1956. The review was prepared by Dr. H. L. Stier, Director of the N.C.A. Division of Statistics, and calls attention to the industry's gains in production and per capita consumption, progress in scientific research, and development of new products.

The *Britannica Book of the Year* has wide distribution in libraries, other encyclopedia owners, and others who are new users of yearbook material.

McCall's Magazine

Fifteen canned soups appear in an article in the May issue of *McCall's* magazine entitled "Soup Makes a Meal —18 Ways." The various recipes are introduced by this statement:

"There's nothing more satisfying—for breakfast, lunch or dinner—than a big bowl of sturdy soup. The soups we give you here are canned soups with a delicious *McCall's* twist—so easy to do—as well as a number of homemade soups to make from scratch. We recommend them all."

Canned soups included are bean and bacon, black bean, celery, chicken, chicken broth, chicken gumbo, chicken noodle, clam chowder, consomme, green pea, mushroom, pea, pepper pot, Scotch broth, and tomato. Canned anchovies, cream style corn, lobster, pimientos and tomato juice are also used in the recipes.

An insert within the article is entitled "Soup's Good for You." Written by Drs. Frederick J. Stare and Mary B. McCann of the Department of Nutrition, Harvard School of Public Health, it offers interesting nutritional information. It says in part:

"Whether you make it at home or buy it in a can or package, there's a soup for every age and diet need.

"Recent studies made by the Wisconsin Alumni Research Foundation Laboratories indicate that many soups like bean-and-bacon, vegetable-and-meat and pepper pot are rich in essential tissue-building nutrients. These soups, and others combining meat or fish, vegetables, cereals and milk, provide the variety of foods that is the basis of good nutrition through a balanced diet. Some are so nourishing that a single serving supplies more than one-fourth the daily requirement of certain key amino acids.

"Soup on the shelf or in the freezer can be served in minutes as the mainstay of a meal, or in sauces, casseroles and creamed dishes."

Look Magazine

"The Mushroom" was a feature article in the May 14 issue of *Look* magazine. Prepared by Marilyn Kaytor, food editor, and accompanied by a striking full page color photograph, it briefly describes the mushroom's history through the ages and its delicate culture. The author also points out that 80 percent of the mushrooms are canned.

Introducing the recipes that follow, the article says: "This pampered delicacy is wonderfully versatile. It can add its distinctive succulence to other dishes or stand alone. For weight worriers, mushrooms are an especial boon; there are only about 12 calories in each cupful." Canned mushrooms are featured in five of the seven recipes, among them a pizza, a macaroni casserole, fritters, and a green bean skillet dish.

Canned chicken broth, catsup, tomatoes and tomato paste are also used in the recipes.

Western Family Magazine

Two articles featuring canned foods appear in the June issue of *Western Family*, a magazine published in Los Angeles with a circulation of over a million.

"A homemaker's best friend, in or out of an emergency, is a can of soup. Whether she's stretching the budget, artfully camouflaging leftovers, adding a bit of flair to family fare, or simply saving time, soup is her constant and close ally," says Helen H. Boileau, author of the article entitled "Where There's Soup . . . there's good cheer." There were 26 uses of canned soups in the suggestions given. Canned peas, shrimp, baked beans, tuna, and pimientos were also used.

Another article, "Peaches and Cream variations on a popular theme," features three recipes and three short suggestions for using canned peaches.

Canned Corn Radio Promotion

Canned corn was promoted on radio broadcasts in three cities April 5, by means of a recorded interview between Joyce Searle, home economist of the Food Trades Branch of the USDA Agricultural Marketing Service, and the program director of "Air Mail Personal," a show syndicated by Dudley-Anderson-Yutzy, the public relations agency acting for N.C.A. in its current Consumer and Trade Relations Program.

The recorded interview has been used several times in the past several

months and has been previously reported in past issues of the INFORMATION LETTER. The April 5 broadcasts and estimated listening audiences for each are as follows: WFBC, Greenville, S. C., 58,000; WILM, Wilmington, Del., 110,000; and KCHR, Charleston, Mo., 500,000.

Also on April 26, this interview was broadcast on station CKLW, Detroit, Mich., with an estimated listening audience of 500,000.

Nuclear Test Publicity

A radio interview between Katherine R. Smith, Director of the N.C.A. Consumer Service Division and Nelson H. Budd, Director of the Information Division, recorded some time ago for distribution on "Air Mail Personal," a show syndicated by Dudley-Anderson-Yutzy, the public relations counsel acting for N.C.A. in its Consumer and Trade Relations Program, was used since April 19, on the following eighteen stations:

Station	Estimated Listening Audience
WISP, Kingston, N. C.	10,000
WGAI, Elizabeth City, N. C.	12,000
WAGN, Menominee, Mich.	11,000
KSO, Des Moines, Iowa	177,000
KWBY, Colorado Springs, Colo.	45,000
KYSM, Mankato, Minn.	18,000
KVOA, Tucson, Ariz.	45,000
WPRC, Lincoln, Ill.	14,000
KLO, Ogden, Utah	150,000
WANT, Richmond, Va.	230,000
WATK, Antigo, Wis.	9,000
WBAY, Green Bay, Wis.	82,000
WLIP, Kenosha, Wis.	54,000
KELD, El Dorado, Ark.	23,000
KRNO, San Bernardino, Calif.	63,000
KEEP, Twin Falls, Idaho	17,000
WFCB, Dunkirk, N. J.	20,000
WJTN, Jamestown, N. Y.	43,000

In the interview Mr. Budd described the nuclear tests of canned foods conducted by the N.C.A. Laboratories on the Nevada test site in 1955 and spoke of their favorable showing at their several exposures. Miss Smith related her experiences in witnessing the atomic explosion and visiting the various exposure sites afterwards. She reported also on the proper methods of emergency storage and advised housewives regarding safe handling of exposed food packages.

'Three Squares' Showing

"The Three Squares," canning industry motion picture project in the N.C.A. Consumer and Trade Relations Program, was shown on May 31, to 33 seventh grade students at the Franklin Sherman Elementary School, McLean, Va. Arrangements for this showing were made by Robert B. Heiney, Jr., son of Robert B. Heiney, Assistant to the Secretary, N.C.A.

Parade Magazine

"Warm-weather Buffet with Iced Soup" is the title of the food feature in the June 9 issue of *Parade* magazine. Beth Merriman, food editor, begins the article, "Here's something new for cool entertaining: delectable iced soup of incomparable flavor. It starts off a cold buffet that makes everything easy for the hostess!"

The featured recipe is "iced soup punch" and combines three canned condensed soups—cream of mushroom, green pea, and bouillon or consomme. A handsome black and white photograph illustrates the buffet menu which also includes a tomato aspic ring and ripe olives.

Control of Sweat Damage

The Canners League of California and the steamship, can manufacturing, tinplate, fibre and corrugated container, label, port and terminal industries of the Pacific Coast have engaged Stanford Research Institute for a project on evaluation and control of sweat damage in the water movement of canned foods.

The project has 34 sponsors representing specific firms or associations in these industries. All sponsors are members of an over-all Industry Committee for Evaluation and Control of Sweat Damage, whose chairman is M. A. Clevenger, executive vice president of the Canners League.

Shipments of Metal Cans

Shipments of metal cans during the first four months of 1957 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.–April 1956	Jan.–April 1957
	(*short tons of steel*)	
Fruit and vegetable (including juice)	377,886	386,823
Meat (including poultry)	58,976	51,938
Fish and seafood	40,430	50,649

Shipments of Glass Containers

Shipments of glass containers for food during the first four months of 1957 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.–April 1956	Jan.–April 1957
	(*thousands of gross*)	
Wide-mouth food (including fruit jars and jelly glasses)	10,484	11,498
Narrow-neck food	3,870	4,031

FDA Appropriations

The Senate on June 12 passed and sent to conference the bill, H. R. 6287, making appropriations for various agencies including the Food and Drug Administration.

As the House had done previously, the Senate approved the full amount of the budget requested for the FDA. The $9,300,000 approved for the coming fiscal year exceeds appropriations for the current year by $2,521,000 or 37 percent.

The Senate Appropriations Committee, in its report on the bill, said that the increase brings the FDA a step closer to achieving the objectives outlined in the Citizens Advisory Committee recommendations and carries forward the policy of strengthening enforcement. The budget estimate contemplated the addition of 162 new employees, 45 in the departmental service and 117 in the field service.

BDSA Industry Divisions

Funds for continuing the industry divisions of the Business and Defense Services Administration in the next fiscal year are provided in the Commerce Department appropriations bill on which Congress has completed action.

The House and Senate on June 3 adopted a conference report which makes available $5,682,000 for the BDSA. This sum had previously been approved by the Senate, in contrast to the $3,515,000 which had been voted by the House with the intention of closing the industry divisions.

The Senate Appropriations Committee had recommended the increase "to make possible the continuance of the industry divisions at what is believed to be a reasonable and adequate level for the mobilization planning and business service activities of the divisions concerned."

The $5,682,000 appropriated for the coming year compares with $6,975,000 available in the current year and the budget estimate for BDSA of $7,075,000.

USDA Appropriations

The Senate on June 11 passed and sent to conference the bill, H. R. 7441, making appropriations for USDA for the fiscal year 1958.

As passed by the Senate, the bill provides $3,668,972,157, compared with $3,692,889,757 approved by the House. The Senate added $240,000 for the cost of meat inspection services.

Status of Legislation

Agricultural trade development—S. 1314 (Ellender of La.), to raise Title I authorizations from $3 billion to $4 billion and extend P. L. 480 to June 30, 1958, was passed by the Senate April 1. H. R. 6974 (Cooley of N. C.) was debated briefly in the House June 3 but, after a point of order was raised, further action was postponed.

Alaska statehood—H. R. 50 (Bartlett), to provide statehood for Alaska, was approved by House Committee on Interior and Insular Affairs, with amendments, May 28. S. 49 was considered by the Senate Subcommittee on Territories on June 5.

Defense procurement—S. 1537 (McClellan of Ark. and McCarthy of Wis.) and a number of companion bills in the House, to create a "Supply and Service Administration" in the Department of Defense for purchase and distribution of common supply items, in line with Hoover Commission recommendations, have been introduced and referred to Armed Services Committees.

FDA chemical additives—H. R. 6747 (Harris of Ark.) and S. 1895 (Hill of Ala.), the Administration-sponsored bill, would regulate the use of chemical additives in foods. No action scheduled.

Fishermen's Protective Act—Bills to broaden protection of fishermen on the high seas were the subject of a hearing by a House Merchant Marine Subcommittee April 17.

Government contracts—H. R. 722, to amend the Robinson-Patman Act so as to make sales to nonprofit institutions for resale, subject to the Act, has been referred to House Judiciary Committee.

ICC agricultural exemption—S. 1689 (Magnuson of Wash.) and H. R. 5823 (Harris of Ark.), to amend the agricultural exemption in sec. 203 (b) (6) of the Interstate Commerce Act, have been introduced.

ICC private carrier definition—S. 1677 (Magnuson of Wash.) and H.R. 5825 (Harris of Ark.), to amend the definition of a private motor carrier, as recommended by the ICC, was the subject of hearings by the Senate Surface Transportation Subcommittee May 6-10.

ICC private carrier registration—S. 1490 (Magnuson of Wash.) and H. R. 5664 (Harris of Ark.), to require private motor carriers to register with the ICC annually, was approved by the Senate Surface Transportation Subcommittee April 12 and further action on the bill has been postponed indefinitely.

Marketing orders, cranberries—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20. N.C.A. opposes.

Packers and Stockyards Act—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, were the subject of hearings by the Senate Judiciary Antitrust Subcommittee May 1-22. Similar bills were subject of House hearings June 5-14.

Potato marketing and labeling—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House Agriculture Committee April 15-16 and by the Senate Agriculture Committee May 21-22. N.C.A. opposes application to canning.

Poultry inspection—S. 1747 (Aiken of Vt.), providing for compulsory USDA inspection of poultry products, was passed by the Senate April 8. H. R. 6814 was reported by House Agriculture Committee May 20.

Premerger notification—H. R. 7698 (Celler of N. Y.), to require 60 days notice prior to merger of corporations having total book value of more than $10 million, was reported by House Judiciary Committee May 28.

Raw product bargaining—S. 1743 (Aiken of Vt.), to legalize organized bargaining for agricultural commodities under certain conditions, has been referred to Senate Agriculture Committee, which has requested USDA views; and H. R. 6799 (Bow of Ohio) and H. R. 7807 (Bentley of Mich.) have been referred to House Judiciary Committee. No action scheduled.

Robinson-Patman Act—S. 11 (Kefauver of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good faith defense against a charge of price discrimination, was the subject of hearings by the Senate Antitrust Subcommittee March 12-20 and March 26-April 5.

Sockeye Salmon Fishery Act—S. 1806, to amend the Sockeye Salmon Fishery Act of 1947 so as to extend regulatory authority of the International Pacific Salmon Fisheries Commission to include pink salmon, was passed by Senate May 22. H. R. 6587, with amendments, was reported, with an amendment, by House Merchant Marine and Fisheries Committee June 13.

Wage-Hour—S. 1853 (Kennedy), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7. The Senate Labor Committee considered the bill in executive session on May 22, May 28 and June 5 but took no final action.

Waste disposal—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipscomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

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